IVYOP*

Here are details of the organization of network operations for the impending Ivy Network. A new Operations Department is being organized, which will for the time being be staff by the same people as the program department, but which will, we hope, subsequently become independent.

"Operations" includes scheduling, routing, ordering of lines, all arrangements concerning the transmission of programs from one place to another, all arrangements for recordings, special origination points, and so on. This is the province of the Operations Department.

Questions about the choice or content of programs, or about the financial arrangements for them are not the responsibility of Operations, but will be covered by either Program or Business.

Control of Ivy Network Operations will be centered in New York. There will be an Operations Supervisor on duty from 3:00 PM until after the broadcast each day. He will work in the Master Control room at WKCR, Columbia University, where the New York switching will be done. A separate system of telephones will be installed there for Operations use only. These numbers will be sent out as soon as they are assigned. When these lines are busy, Operations may be reached by calling UNiversity 4-3200 Extension 458 - the station's phone. During the daytime all business will be handled at the IBS office (507 Fifth Avenue) Phone MUrray Hill 2-8288.

Operations Supervisor

This man will be in complete charge of running the network. He has the authority to order changes and cancellations in the schedule, order lines installed or removed, order recordings, and do anything that he considers necessary to keep the network running smoothly.

He will do most of his work by phone, and will be in constant touch with AT&T and with the four key stations in whose hands the control of network traffic rests. If you have any questions — CALL OPERATIONS — don't guess! There is no room in our schedule for guesswork.

Any changes, cancellations, or substitutions which are made in programs fed to the network must be cleared in advance. Otherwise, the program may be cut off. If it is too late to clear with the Program department, Operations may OK changes.

Network Producers

Certain individuals will be designated as Network Producers. They will be chosen from the staffs of stations where programs are to originate, with the approval of New York. Joel Chaseman of WVBR and Tak Kako of WKCR have been chosen to date.

Every program fed to the network (except in emergencies) will be supervised by a network producer, This man may or may not produce the program, but he is primarily there to supervise operations. He will work with IVYOP in New York and will enforce the network rules and standards. Particularly, he will see that the program gets on and off on time.

This arrangement is similar to that of the other networks, where a network producer is assigned to every show, even though the program may be produced by an agency. The network producer's job is primarily one of coordination.

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* Code abbreviation for Ivy Network Operations Center

Routing of Programs

The Ivy Network is divided into four sections by the four key stations (Harvard, Columbia, Swarthmore, and Cornell). It is possible to send four programs on different sections of the net at the same time, although we probably won't do it. We may send two programs at once.

These four sections are called North Seacoast, South Seacoast, South Inland, and North Inland. They run as follows:

North Seacoast: Harvard, Wellesley, Brown, Trinity, Yale, Columbia
South Seacoast: Columbia, Princeton, Swarthmore
South Inland : Swarthmore, Bucknell, Cornell
North Inland : Cornell, Hamilton, Union, Williams, Harvard

The lines operate in the direction listed. Radcliffe is fed from Harvard. Wesleyan will be fed from Trinity if we can get the necessary lines, which is uncertain. The University of Connecticut will be included when we can get facilities there, which maybbe in three weeks, Haverford and Pennsylvania are fed from Swarthmore over Middle Atlantic Lines.

The routing for a full network program originating at Columbia would be thus:

Origin:WKCR Routing: going local and
via S. Seacoast to WPRU, WSRN thence
via Midal to WHAV, WXPN also
via S. Inland to WBRG, WVBR thence
via N. Inland to WHC, UCRS, WMC, WHCN thence
via tie to WRAD also
via N. Seacoast to WBS, WBRU, WRTC, WYBC, WKCR
WRTC feed WES via local line

Rather than write this out every time we will simply put "full net". Programs using less than the full net will indicate (on the Operations Schedule) which sections are used, and which stations are not taking the program.

Some programs may be fed to a part of the net only (although we will, of course, try to get the maximum use out of the time we are contracting for on the lines). Similarly, some programs may not be broadcast by certain stations, either because the station does not want the program (if it is a sustainer) or because the advertiser didn't buy that station for his program. A key station may choose not to broadcast a network sustainer, and broadcast a local program instead, but the key station will have to feed the network program along to the rest of the network.

Operations Schedule

Program routings will be shown on an Operations Schedule which will be distributed to all network stations in advance. Any changes made after the issuance of schedules will be sent out by mail if time permits, or by telegraph or phone. Some information will be transmitted over the network before the first program. Each station should monitor the network for the twenty minutes previous to each day's broadcasting.

In addition to the Operations Schedule, you will receive advance program information describing the sustaining programs to be offered.

Co-ops and Partial Net Commercials

Some programs may be offered on a cooperative basis (co-ops) which means that they will be sent on the net with time allowed for the commercials but no commercials supplied. The programs can then be sold locally at each station, and the station can cut in with a local announcer to give the commercial on cue. When a station desires to

with reasonable convenience.

take such a program but has not sold it locally, the local announcer may give local public service announcements - campus events, weather reports, plugs for campus activities - or promotional plugs for the station or network. The commercial time should not, of course, be left blank.

Similarly, some programs may in the future be carried on the network but sold on only some of the stations. If stations which have not been chosen by the sponsor desire to carry the program, they may cut out the commercials and substitute local announcements. Permission to do this must be secured in advance from New York.

Rejection of Sustainers

Many of the programs offered on the network are unsponsored (sustaining). They may be taken for broadcast by any network station, or the station may carry a local program instead. You will be asked to notify us in advance what sustainers you are going to take. In an emergency, you can secure permission to take a sustainer for which you are not listed by phoning IVYOP if the sustainer is on your part of the network.

Time Signals

A "beep" controlled by Western Union Time Service will be fed to the net from New York at 9:00:00 and 10:00:00 daily. In addition, we will probably send time signals previous to opening of the program (that is, between 8:40 and 9:00 PM). All stations, but particularly key stations, should be sure their clocks are synchronized with the net.

Timing Rules

All programs will begin exactly on the hour, half, quarter, or five minutes.

All programs will end 30 seconds before the start of the next program (i.e. a half-hour program at 9:00 ends at 9:29:30 exactly) The final news program will end at 9:59:30, following which there will be 30 seconds break and then a beep.

The last words of every program will be "This is the Intercollegiate Broadcasting System". These words may be given over the final theme or applause, but they must be be clearly audible. On this cue, the station of origin will cut off all outgoing lines network lines while the local station identification is given.

Network lines must be connected at least 5 seconds before the start of the next program.

If a program ends early --
if more than 30 seconds early, system cue will be given and the network connected immediately. New York will fill and give another system cue at the right time.
if less than 30 seconds early, system cue should be given, but there will be no network fill. Each station may fil locally. The following program will begin at the scheduled time.

If a program fails to end on time it will, in most cases, be cut off by the station of origin. (see below) If a runover is allowed, however, system cue will still be given, and there will be a full 30 seconds between programs.

There will always be at least 30 seconds between programs.

No program will ever begin before the scheduled time.

Run - Overs

We are working not only with a rigid schedule of programs, but also with a contract which gives us the use of wire lines at specified hours only. Therefore it is imperative that all network programs begin and end on time. Needless to say, it will also be imperative that the local programs before and after the network period begin and end on time too.

If a previous program runs over and reduces the time of a commercial program we must rebate money to the sponsor in accordance with the time lost. Rebates are also required where a program is cut off or interrupted for any reason.

Therefore, it will be the policy of this network to cut off programs at the end of their alotted time. The Network Producer will be responsible for cutting the program off, and should endeavor to have the system cue given.

In some cases, particularly spot news events, run-overs may be permitted. If the producer sees that his show is running too long, and feels he should be allowed to run over, he should phone IVYOP and ask permission to go over.

Special News Flashes etc.

These may be cut in on the net if ordered by IVYOP, not otherwise. Originating key stations should always monitor the other end of the network, so that they will hear a flash if it is cut in from another key station. If practical, we will precede flashes with a warning oscillator tone as a signal to clear the net.

Transmission Levels

Transmission level is to be plus 8 VU on peaks (equivalent to old 0 db of 6 milliwatts in 500 ohms). This means that the level should reach 8 VU "as frequently as possible without being inconsistent with the program content" Peaks in excess of this level should be avoided.

In addition, there are minimum peak levels for certain types of material - levels above which the peaks of this material must come. Given in terms of scale calibrations on the standard broadcast-type VU meter (Scale B) these values are:

On speech and music: (except symphonic)

- Normal passages: Peaks of 100 (equals 8 VU)
- Low level passages: peaks of not less than 40

Theme under system cue: peaks of 40

Applause, laughter, audience reaction: Peaks of not more than 70

Symphonic Music:

- Normal Passages: peaks of 100
- Soft passages: must always move meter needle.

The transition from a low-level passage to a normal level passage (or vice-versa) must be in steps of not more than 4 db, even where contrast is intended. Two succeeding passages must not differ by more than 4 db in peak level.

These standards are to be observed in all programs fed to the network.

Continuity Acceptance

All script material (except news and special events) to be used on the network must be approved in advance by the Program Department. This applies to everything, including commercial copy and incidental continuity.

The opening and closing continuity on news programs will be subject to approval, but the news itself will be approved only by the network producer at the station of origin.

All music used on network programs must be approved in advance. This is to avoid use of the same piece on successive programs, and to insure copyright clearance.

Local Material

Material which is local in character, jokes which depend on local background, or any material which will make a listener in another college feel "left out" must not be used on a network program.

The college, station, or town where the program originates must not be referred to more than once in a program of 15 minutes or less, nor more than twice in a program of 15 minutes to one hour. Exception to this is in case of a special event or sports play-by-play where it is essential to the understanding of the program for the listener to know where it is taking place.

Where Credit is Due

Announcers, Directors, writers, music arrangers, are limited to one credit each per program. Check before crediting other performers. Actors, singers, and such members of the cast in dramatic or variety programs may receive one credit each, but recital of extensive credit lists tends to bore listeners unless they are relatives.

Dave Linton

3 March 1947

This is Newsletter Number 12

Intercollegiate Broadcasting System
507 Fifth Avenue New York 17 N.Y.

Glossary

Ivyop	Ivy Network Operations Headquarters
Tie	a local line which operates in either direction between two stations
Midat	Middle Atlantic Network
taking - not taking	the station referred to is or is not broadcasting the program over its own facilities.
going local	being broadcast over the station of origin a program may be sent over the net without "going local"
lol	abbreviation for local
Full	the complete network of 16 stations
Sust.	sustaining (not sponsored)
Co-op	program sent over the net without commercials but available for local sale
North Seacoast, South Seacoast, North Inland, South Inland	sections of the Ivy Network
stand-by	a program prepared for use in case of failure of the scheduled program
split - split net	an arrangement in which different parts of the network carry different programs at the same time
Partial network	a program using some but not all of the stations on the net. It may be sent on all sections of the net, but not be taken by some stations.